



## Contract #

1336365

Schedule Dates

10/02/12-10/08/12

Data Entered

07/11/12

West Palm Beach (WPBC)

By Broadcast Month

Rate

Oct. 2012

Grand Total:

68

\$42,700.00



STATION: 42  
ADDRESS: 1100 Fairfield Dr.  
City: West Palm Beach, FL 33407

Advertiser: Menter Media Services  
Agency: American Crossroads (41509)  
Product: POLITICAL ISSUE (HS) (1381)

Brand: CANDIDATE ADVERTISM (46566)  
Salesperson: TeleRep/DC, Washington DC (2995)  
Sales Office: TeleRep Washington DC  
Buyer Name: CLOUD,ELISE  
Phone/Fax: /  
CPE: 1775  
Account Types: National/Political Issue Agency, BRD  
Billing Type: Weekly/Irregular  
Comments: AMER CROSSROADS 10/2

Last Modified: 15.00  
Entered By: Nancy Brutus  
CO-OP: No  
Headline #: 06225498  
Demo: A35+R  
Order Type: Normal  
Package Deal: Commission %  
Commission: 15.00  
Commission %: \$6,405.00  
Net Total: \$36,295.00  
Sales Tax:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 10.0	Unapproved (NewL) on credit hold / SPOT	10/06/12-10/06/12	4	:30	7A- 9A (EST)							2	2	\$150.00	\$300.00	West Palm Beach (WPBC)			7/13/12
Est 11.0	Unapproved (NewL) on credit hold / Prime	10/06/12-10/06/12	3	:30	6P- 10P (EST)							2	2	\$1,000.00	\$2,000.00	West Palm Beach (WPBC)			7/13/12
Est 12.0	Unapproved (NewL) on credit hold / Prime	10/06/12-10/06/12	2	:30	10P- CBS-48 Hours Mystery (Saturday)							1	1	\$1,200.00	\$1,200.00	West Palm Beach (WPBC)			7/13/12
Est 13.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	3	:30	7A- 8A (EST)							1	1	\$150.00	\$150.00	West Palm Beach (WPBC)			7/13/12
Est 14.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	3	:30	8A- 9A (EST)							1	1	\$200.00	\$200.00	West Palm Beach (WPBC)			7/13/12
Est 15.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	3	:30	9A- 10:30A (EST)							1	1	\$1,000.00	\$1,000.00	West Palm Beach (WPBC)			7/13/12
Est 16.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	2	:30	10:30A- 11:30A (EST)							1	1	\$1,000.00	\$1,000.00	West Palm Beach (WPBC)			7/13/12
Est 17.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	3	:30	7P- 8P (EST)							1	1	\$4,000.00	\$4,000.00	West Palm Beach (WPBC)			7/13/12
Est 18.0	Unapproved (NewL) on credit hold / Prime	10/07/12-10/07/12	3	:30	9P- CBS-The Good Wife (Sunday)							1	1	\$2,300.00	\$2,300.00	West Palm Beach (WPBC)			7/13/12

## CONFIRMATION CONTRACT

Accepted-Agency: Advertiser:

Date:

Accepted-Station:

Date:

Comments:



**WPEC** 1100 Central Ave., Suite 100 • **Minneapolis, MN 55401-2001** • **(612) 871-1000** • **Fax: (612) 871-1001**

Last Modified  
Entitled By  
2: Nancy E

**West Palm Beach (WPBC)**  
By Broadcast Month Spots  
Oct 2012 68

Rate

Mentzer Media Services	Sales-Unitce
600 Fairmount Ave	TeleRep Wastling
Ste 306	CLOUD,ELISE
Towson, MD 21286	/
Account Types	National/Political
Billing Type	Weekly/Irregular
Comments	AMER CROSSROADS

## CONFIRMATION CONTRACT

ACCEPTED MANUSCRIPT

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**Contract #** 1336365

Date Entered 07/11/12

Last Modified

West Palm Beach (WPEC)

By Broadcast Month

Spots Rate

WPEC

1100 Fairfield Dr  
West Palm Beach, FL 33407Schedule Dates  
10/02/12-10/08/12Advertiser  
American Crossroads (41509)

Entered By

Nate/Brutus

CO-OP

No

Last Modified

Oct 2012

68

\$42,700.00



Advertiser

Mentzer Media Services (1381)

Agency  
Mentzer Media Services (1381)Product  
POLITICAL ISSUE (ns) (1187)

Entered By

Nate/Brutus

CO-OP

No

Last Modified

Oct 2012

68

\$42,700.00

Mentzer Media Services  
600 Fairmount Ave  
Ste 306  
Towson, MD 21286

Brand  
CANDIDATE ADVERTISM (461666)  
Salesperson  
TeleRep/DC, Washington DC (2995)  
Sales Office  
Buyer Name  
Phone/Fax  
CPE  
Account Types  
Billing Type  
Comments

Headline #  
06225498  
Demo  
A35+R  
Order Type  
Normal  
Package Deal  
Commission %  
15.00  
Commission  
\$6,405.00  
Net Total  
\$36,295.00  
Sales Tax

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 28.0	Unapproved (New!) on credit hold / SPOT	10/02/12-10/05/12	3	:30	9A- 10A (EST)	4	X	X	X	X			4	\$225.00	\$900.00	West Palm Beach (WPEC)		7/13/12	

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## **AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b>	<b>Date:</b>
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads  
1401 New York Avenue Suite 1200  
Washington, DC 20005  
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

*WPEC # 1336365*

Total Charges: \$42.700

This broadcast time will be used by: American Crossroads

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):


For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

8/31/12  
Date

Stephanie May  
Signature

703-299-1760

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Lillie K. Roberts  
Signature

Accepted in Part

Lillie K. Roberts  
Printed Name

Rejected

Sales Director  
Title



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: American Crossroads PARTY: \_\_\_\_\_

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Emily Miskam  
Candidate Manager Agency Committee (circle one)

ADDRESS: Crossroads Media - Alexandria  
66 Cannon Ctr. Plaza, Suite 555  
Alexandria, VA 22314

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Information Requested: AVACs + Rates  
\_\_\_\_\_

Final Disposition: Order Placed #42,700  
\_\_\_\_\_

If Committee, list officers and position: Treasurer: Marjee Clancy  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TAKEN BY: Cheryl Blazic DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

T Rep Wash